

**SUMMARY**

Process oriented Data Analyst with 2 years of experience doing meticulous and intensive work in marketing intelligence, analytical research, business consulting, e-commerce optimization, and other advanced analytical area. Experienced in interpreting and analyzing data to drive growth for multiple industries. Provided strategic operation recommendations.

- Certification: Google Analytics Individual Qualification, Udacity A/B Testing by Google
- Skills: Excel (Vlookup, Pivot Table, Solver), SQL, R, Python, Tableau, Google Analytics, Google Cloud
- Proficient in advanced analytics method including Correlation, Regression, Classification, Clustering, A/B Testing, NLP, etc.

**EDUCATION**

**University of Rochester | Simon Business School | MS in Marketing Analytics** Expected 12/20  
**The Hong Kong Polytechnic University | BBA in Management | GPA: 3.6/4.0** 05/19

**PROFESSIONAL EXPERIENCE**

**KIRUNIVERSE | New York, NY | Data Analyst Intern** 07/20 – 10/20

Project: Marketing Mix Model Solution

- Aggregated, cleaned 400k media data and managed the ETL process using SQL; performed parameters tuning (e.g. lag, decay) and developed several regression models with R to evaluate various marketing tactics.
- Built Tableau dashboard to visualize business and model insights, including model fitting (Actual VS Model), marketing spends and contribution, ROIs; analyzed effectiveness of different marketing tactics (e.g. paid search, display, social media ads).
- Used Excel Analytic Solver to optimize the marketing budget and provided recommendation to client team, which could increase ROI by 7.2%.

**Intime Artisan de Parfum | Hong Kong | Marketing Analyst** 09/18 – 05/19

- Built an NLP analysis using R and Google Natural Language API to find out key drivers for simulating what and why customers were likely to give low satisfaction score in terms of making purchase.
- Leveraged R to build a conjoint model and analyzed more than 200 customers' responses over 16 pre-launch perfumes; built up several customer segments which reflect different demographic and geographic dimensions to project the relative impact of different sales lifts and promotions.
- Planned brand partnership workshops with Fendi and Allen & Every to promote bespoke perfume; optimized social media campaigns with more accurate targeting demos; attracted 15% incremental reaches and 10% sales in 5 months.

**Ogilvy & Mather | Beijing | Marketing Analyst Intern** 05/18 – 08/18

Client: A leading mobile equipment company in Asia

- Analyzed and executed large, compiled datasets using Excel from various market research sources to generate branding strategies in order to engage with Gen Z and Millennial populations.
- Collaborated with web development team to set up an A/B experiment (landing page design) on live traffic; used SQL to analyze the A/B test results and gave recommendations on page design, which decreased bounce rate by 7%.
- Led initiative to build competitor analysis; focused on Valentine's Day promotional activities to support client's marketing strategies, attracted 5k retweets.

**PROJECTS**

**Wine Retailer Email Campaign Strategy | Rochester, NY | Analyst** 07/20 – 11/20

- Utilized R to bring out causal effect analysis over 80K target customer records to figure out email campaign impact on driving purchases; developed a regression model with control variables to effectively evaluate purchase intention among different recencies and brands.
- Established a forecasting model to predict the email campaign effect for customers with related cost and margin; reported key insights which brought better optimization to the budget and net profit.

**Beech-Nut Growth Strategy | Rochester, NY | Consultant** 01/20 – 05/20

- Conducted data cleaning and processing 500K baby food sales data; performed complex imputation and feature selection methodology to prepare for the data analysis in R.
- Built up several advanced analyses such as price elasticity of different brand, correlation analysis, situational analysis, market trending and customer segmentations; summarized data-driven results to support product re-position strategy.
- Visualized the analyses results by Tableau and provided suggestions on market share, brand awareness, channel mix, targeting, partnership and flavor development to increase the volume and ROI of customers.